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Stan:

A pleasant editorial,
written by a trade journal
editor who attended a talk
I made in April to some
Pittsburgh business execs.

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Date *6/27*

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The guys in the white hats, the CIA...

Would you be surprised to learn that the Central Intelligence Agency will provide information for your next materials forecast? Or that much of the work of the CIA involves long and short term forecasts of supplies and strategic materials?

Within days after President Carter quoted from it during his energy broadcast to the American people, the CIA's study, "The International Energy Situation: Outlook to 1985" became available. It is a "declassified" version, yet it provides projections on demand and supply for the entire free world which would be valuable for purchasing's use in forecasting to management.

According to E. Henry Knoche, this study is typical of the many reports the CIA prepares on the world supply of strategic materials because, by law, that agency has the responsibility of providing the President with information, world-wide, with which to make policy decisions beneficial to our national well-being.

Knoche is the deputy director of Central Intelligence in charge of the day to day operations of the CIA. A career intelligence officer, he has been with the CIA since 1953 when he joined as an analyst specializing in Far Eastern political and military affairs with a knowledge of China. This was after two tours of duty, WWII and Korea, in the U.S. Navy.

Tall, graying, athletic in appearance, an articulate spokesman for the CIA, Knoche met press representatives prior to his speech before the Purchasing Management Association of Pittsburgh to explain the many facets of intelligence gathering. "The problems that plague the United States and other nations are economic as well as political and social," he said. "Therefore the CIA constantly reviews short and long range forecasts which, when declassified, are available for non-U.S. Government use."

Purchasing managers who wish to receive the energy outlook report, or other specific CIA publications on an individual basis, should write to: Photoduplication Service, Library of Congress, Washington, D.C. 20540. CIA publications are available on a subscription basis by writing to: Document Expediting (DOCEX) Project, Exchange and Gift Division, Library of Congress, Washington, D.C. 20540.

Knoche's visit with the press, and his speech to the Pittsburgh group helped clear some of the mystery surrounding the CIA. Certainly, he didn't "tell all," but he did help us view the CIA's work from a different perspective, and to understand that much of it is devoted to gathering basic economic information which becomes available to us as managers.

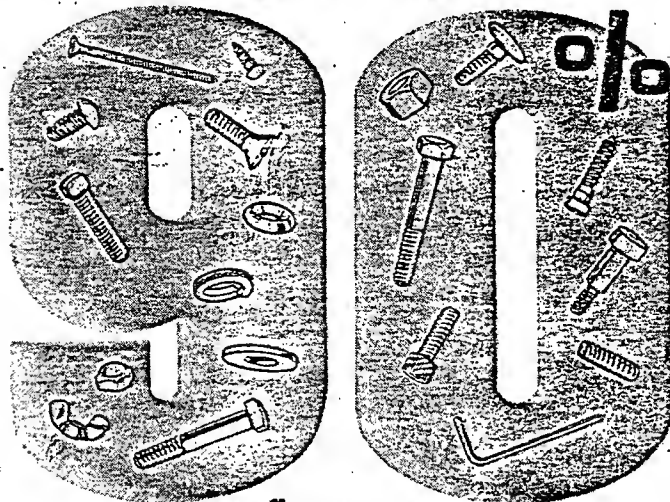
Very helpful, these friendly, good guys from the CIA.

Chuck Bashian

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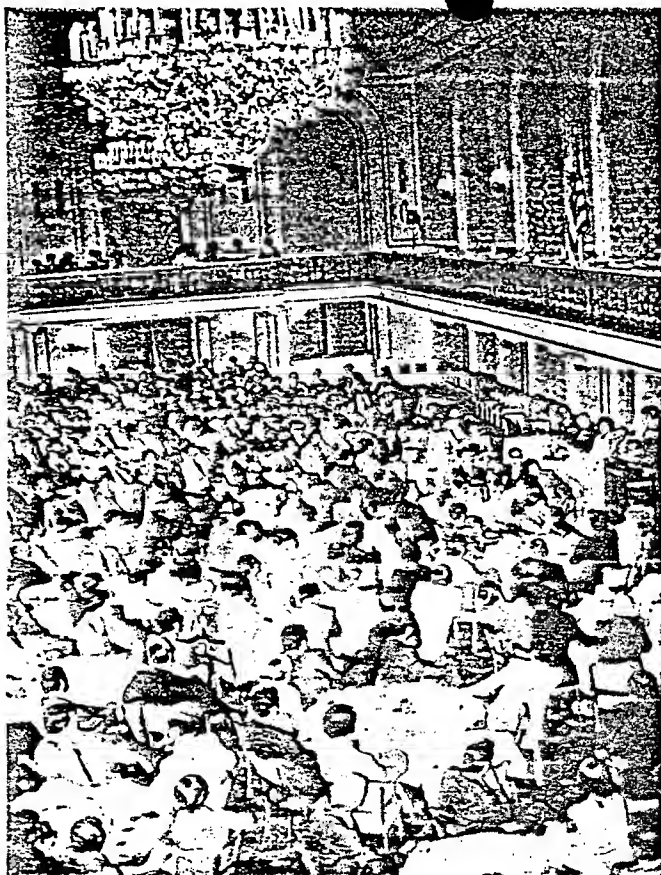
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PITTSBURGH: The association's annual Executive Night dinner was held in the grand ballroom of the William Penn Hotel.



PITTSBURGH: Executive Night speaker was E. Henry Knoche, deputy director of the Central Intelligence Agency. (left). Association President Art Morgan, right, presents Knoche with a "Three Rivers" picture as a souvenir of his visit.



YOUNGSTOWN: Each year the Youngstown Association grants a scholarship to a purchasing student at Youngstown State University. Left to right: Dr. Robert Miller, dean of the school of Business Administration at Youngstown State University; Dr. John J. Coffelt, president of Youngstown State University; and association member Bill Hanks of Youngstown State.

by Ed Cutler, C.P.M.

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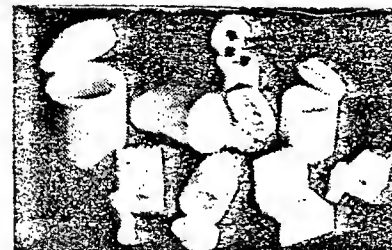
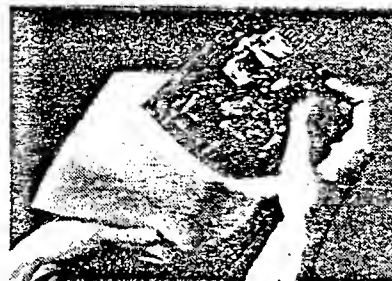
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